



2003 ASSEMBLY JOINT RESOLUTION 53

October 30, 2003 – Introduced by Representatives GARD, FOTI and KREUSER, cosponsored by Senators PANZER and ERPENBACH. Referred to Committee on Rules.

1 **Relating to:** the 100th anniversary of the Miller High Life brand.

2 Whereas, 2003 represents the 100th year of existence for the Miller High Life
3 brand; and

4 Whereas, the name “Miller High Life” was selected in 1903 for a new premium
5 beer originally brewed in Milwaukee, Wisconsin, by the Miller family; and

6 Whereas, Miller High Life was first christened “The Champagne of Bottled
7 Beer” in 1906, the origins of a moniker that has endured for a century; and

8 Whereas, the nature of Miller High Life as a fundamental element of the Miller
9 Brewing Company is evidenced by the contribution of the brand’s name to the Miller
10 corporation, at that time known as the “Miller High Life Company,” for a period in
11 the 1930s; and

12 Whereas, the production of Miller High Life, nearly in its entirety, was shipped
13 overseas to men serving in the United States armed forces during World War II; and

14 Whereas, Miller High Life represents the keystone of the characteristic “Miller
15 Time” slogan beginning in 1971; and

